

**Membership Report**  
**Submitted by Janice Kraus**  
Data compiled by Janice Kraus

**NOW Membership as of May 28, 2020:**

NOW membership has grown in the past few years, with annual membership numbers as follows:

<b>Annual average membership count</b>				
<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
66,918	94,171	99,624	89,229	88,840

As of the end of April 2020, the average membership count is 88,840.

Our direct marketing firm, Mal Warwick Associates, is working with us to analyze and improve our member retention numbers. To that end, we have increased our cultivation efforts, surveying our members periodically to learn their priorities, and improving the way we acknowledge and thank members for their support.

As of May 28, 2020, NOW had **1,480** lifetime members.

**Membership Recruitment:**

The Membership department has been tracking data to ascertain the breakdown of membership recruitment via the National Action Center's direct mail campaigns and through chapters' and state organizations' direct recruitment. The following chart shows the cumulative breakdown for the last three, complete financial years (36 months from January 2017 through December 2019):

	<b>Number of members</b>	<b>Total Revenue</b>	<b>Average Membership Gift</b>
<b>Chapter Joins</b>	4,433	\$ 64,207	\$ 14
<b>National Joins</b>	75,219	\$ 1,841,140	\$ 24
<b>Unknown Joins</b>	8,359	\$ 299,571	\$ 36

Please note that these numbers only show new members, renewing members are not included in this count because National processes most, if not, all renewals.

For Unknown Joins, it's unclear if these members were solicited by local chapters or state organizations, or if their membership to NOW is a result of sustained media appearances and interest in the organization. The membership department is researching how to better track these unknown joins to determine how these new members are joining NOW.

I have been working remotely since March 30<sup>th</sup> 2020, however I'm able to go to the Office every other week to process in house check donations/payments, file documents etc. There is a delay in the processing of the payment due to our inability to be in the office each day. Please be assured that we are working hard to catch up with all payments. We have completed all donations through April and currently working on completing donations received in May.

Amid this pandemic, members are still making contributions over the phone, online and by check. There have been questions about the conference whether it will be cancelled, how to request for refunds and a few others. I am sure the board will make a decision and find a date during this meeting.

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